

SINDHI COLLEGE

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(Arts / Commerce / Management / Science)

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Recognised by UGC under 2(f) & 12(B) & ISO 9001:2015 Certified institution.

ASSESSMENT BOOK

2023 - 2024

Student Name : Madhushree K.M Reg. No. : U18DP21A0010

Class : BA Section : _____ Semester VI

Subject : Journalism 08

Signature of the Student

Signature H.O.D.

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Assignment 01

Q1) Advertising Media and Advertising Agency

Ans → Advertising media refers to the various channels or platforms used to deliver advertising messages to target audiences.

1. Types of Advertising Media

This includes traditional media like TV, radio, newspapers, and magazines as well as digital media such as websites, social media, mobile apps, and email.

• Purpose of Advertising Media

The primary goal is to reach and engage with the target audience to increase brand awareness, drive sales, or promote a product or service.

• Reach and Audience

Different media have varying reach and audience demographics. TV and social media platforms like Facebook and Instagram have broad reach, while magazines or websites target specific audiences.

Advertising

- **Effectiveness** - The advertising media depends on factors such as the campaign objectives, target audience, message content and Budget. Some media are better suited for brand awareness, while others may be more effective for direct response or lead generation.

- **Measurement and Analytics** - Advertisers use various metrics and analytics tools to measure the effectiveness of their advertising campaigns across different media channels. These metrics may include reach, impressions & return on investment.

Advertising Agency

Is a specialized firm that offers services related to planning, creating and executing advertising campaigns for clients.

- **Strategic planning** - Understanding client objectives, target audience and competitive landscape to develop effective advertising strategies.

- **Campaign Execution** - Implementing advertising campaigns across chosen media channels, monitoring performance and optimizing as needed.

• Client Relationships - Advertising Agencies work closely with clients to understand their brand identity, marketing objectives, target audience, and Budget Constraints.

• Role in Industry - Advertising agencies play a crucial role in helping businesses promote their products and services effectively, build brand awareness, drive sales and achieve marketing goals.

93 Evolution of Advertising

Ans Advertising has undergone Significant Evolution from its inception to the present day, driven by changes in technology, consumer Behaviour and Societal trends.

- a Early Advertising [Ancient to 19th Century]
- Ancient civilizations: Early forms of advertising were basic, involving town criers and signs on public buildings.
 - Middle Ages: The advent of movable type and the printing press in the 15th century by Johannes Gutenberg marked
 - 19th Century: Industrial Revolution spurred growth in printed advertisements.

- b The Golden Age of Advertising [1900-1950]
- During this period, town criers were a popular method of communication. Merchants used signs and symbols to attract customers, especially since literacy rates were low.

Printed Advertisements

15-17th Centuries - The invention of the printing press by Johannes Gutenberg in the 15th century revolutionized advertising. The first known

Printed advertisement appeared in England around 1477, promoting a book.

18th century - Newspapers became a primary vehicle for advertisements. The first newspaper advertisement in America was published in the Boston News-Letter in 1704.

Industrial Revolution

The revolution brought about mass production and a need for mass marketing. Advertising agencies began to form, starting with Volney B. Palmer in 1841 in Philadelphia. The rise of Consumer Goods led to an increase in print advertising in newspapers and magazines.

20th Century and Rise of Modern Advertising

The advent of radio in the 1920s introduced a new platform for advertising.

Companies sponsored entire radio shows to promote their products. Radio also emerged as a dominant advertising medium. The first T.V. commercial aired in 1941 for Bulova watches. The 1950s saw the rise of Madison Avenue. The use of psychological principles to influence consumer behavior became more sophisticated.

Current Trends and Future Directions

The rise of data analytics and AI has made advertising more personalized and targeted. Native advertising, which blends with content and interactive ads which engages users directly and increasingly popular. Advertising continues to evolve, adapting to new technologies and societal changes, shaping and being shaped by consumer behaviour and preferences.

Classification of Advertising

*Based on purpose

- a) Informative advertising - Aimed at providing information about a product, service or Brand.
- b) Persuasive advertising - Designed to persuade or influence consumers to purchase a product.
- c) Reminder Advertising - Intended to remind consumers about a product or Brand.

*Based on Media channel

- a) Print Advertising - Advertisements published in Newspapers, magazines, brochures, flyers etc.

- b) Broadcast Advertising - Commercials aired on television or radio.
- c) Outdoor Advertising - Ads displayed on posters, billboards, banners etc.
- d) Digital Advertising - Ads delivered through digital channels such as websites, social media etc.
- e) Direct mail advertising - Ads sent directly to consumers mailboxes etc.

* Based on target audience

- a) Consumer advertising - Targeted at individual consumers to promote products or services for personal use.
- b) Retail Advertising - Promotional messages from retailers to attract customers.
- c) Non-profit Advertising - Ads campaigns by non-profit organizations to raise awareness for social cause.

* Based on Geographic Coverage

- a) Local Advertising - Targeted at consumers within a specific geographic area such as city, town.
- b) Regional Advertising - In a particular region or area.
- c) National Advertising - Across a entire nation or country.

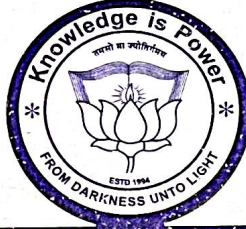
d) Global Advertising - In multiple countries and regions worldwide.

* Based on Timing

a) Product Launch Advertising - Designed to introduce a new product or service to market.

b) Seasonal Advertising - Ads that only appear or specify certain seasons or holidays to promote.

c) Evergreen Advertising - Ongoing campaigns with timeless messaging that remain relevant throughout the year.



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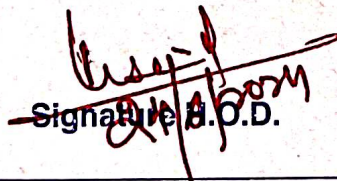
2023 - 2024

Student Name : Abu Bashan . M.J Reg. No. : UI81P2380137

Class : BCA Section : B Semester IInd

Subject : PHOTO JOURNALISM


Signature of the Student


Signature of the Faculty


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"THE BEST PHOTOGRAPHIC MOMENT OF MY LIFE"

The best photographic moment of my life captures the essence of a memorable school trip to Chikkamagaluru, a serene hiking destination nestled in Karnataka. It was an excursion filled with breathtaking landscapes, bonding with friends, and a deep sense of adventure that remains etched in my heart.

As the bus wound its way through lush greenery and winding roads, anticipation filled with air. Chikkamagaluru, renowned for its coffee plantations and misty hills, promised a picturesque retreat from bustling city life. The journey itself was a precursor to the moments of awe that awaited us. Upon arrival, we were greeted by the cool mountain breeze and the inviting aroma of freshly brewed coffee. Our itinerary included hikes through sprawling tea estates, visits to cascading waterfalls, and exploration of ancient temples hidden amidst the verdant hills. Each step revealed a new vista, each turn a new opportunity to capture nature's beauty through my lens.

That afternoon stands out vividly in my memory. We embarked on a trek to Mullayanagiri, the highest peak in Karnataka, offering panoramic views of the Western Ghats. The ascent was challenging yet amazing, with every pause allowing us to appreciate the natural grandeur surrounding us. As we reached the summit, a breath-taking panoramic view greeted our eyes - the rolling hills draped in mist, the play of light and shadow on the valley floor, and the azure

sky stretched out endlessly above. It was a moment when time seemed to stand still, and I knew I had to ~~pass~~ capture it forever.

With my phone in hand, I framed the scene, focusing on the contrast between the vibrant greenery and the deep blue sky. The sun, dipping towards the horizon, cast a warm glow over the landscape, painting it in hues of gold and amber. Silhouettes of fellow hikers against the backdrop added a sense of scale and perspective to the photograph, highlighting the majesty of nature and our place within it.

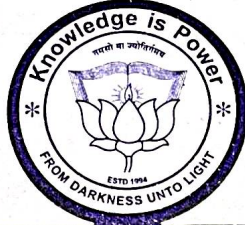
In that instant, I realized the power of photography not just as a means to preserve memories, but as a way to encapsulate emotions and stories within a single frame. The image I captured that day remains more than just a photograph; it is a testament to the joy of exploration, the beauty of nature, and the camaraderie forged during that unforgettable school trip.

Beyond the scenic vistas, Chikmagalur offered moments of camaraderie and laughter with friends. Whether sharing stories around a bonfire under a starlit sky or savoring local delicacies at a roadside eatery, every experience added richness to our journey. Each photograph I took became a chapter in our collective adventure - a visual diary of shared experiences and personal growth.

As the sun set behind the mountains, casting a final burst of colours across the sky, I reflected on how this trip had shaped my appreciation for nature and ignited my passion for photography. The best photographs

moment of my life wasn't about capturing a perfect picture; it was about embracing the beauty of the journey itself—the places we explored, the friendships we strengthened, and the memories we created together.

In the years since that trip, whenever I look at the photographs from Chikla Magaluni, I am transported back to the mountain top, reliving the sense of wonder and awe. It serves as a reminder of the transformative power of travel and the enduring magic of capturing life's most precious moments through the lens of a camera.



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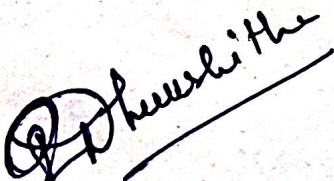
ASSESSMENT BOOK

2023 - 2024

Student Name : R. Dhikshitha Reg. No. : V18IP2350036

Class : ~~1st~~ BCA Section : B Semester 1st Sem

Subject : English


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Section A (Work Book)

I Read the following and answer:

1. Who treated Countess Cinchona

Ans: An Inchanherbalist with bark of a tree.

2. How was the response of countries to the treatment?

Ans: Her response was dramatic.

3. Name the common component in folk medicines and patent medicines for the treatment of malaria.

Ans: Quinine.

4. Hydroxychloroquine is used in the treatment of post-lymeaxtr.

5. What led to the development of hydroxychloroquine?

Ans:

II Study the following graph on the use of electrical gadgets & interpret.

Ans: In today's world the electronic gadgets usage has been increased by by the people. Electronic gadgets reduces the human effort & time. As shown in the above bar graph, there was a survey of usage of difference & y-axis shows number of percentage sold. In 2017 the number of mobile was sold was 70 & computer was 80 & laptop was 90, then in 2018 the number of mobiles sales was 76, laptops was 92 and computers was 75, then in the 2019, the sales of mobile was 55, laptops was 58, and computers

was 45 and lastly in 2020 the sales of mobile was 80, computers was 82 and laptops was 85. This shows the different usage of electronic gadgets of different years.

11. Answer the following questions.

- Describe the types of listening as a paragraph.
 Ans: Selective listening: If one often finds oneself drifting out of conversation, it may be that one might be struggling with selective hearing. It means that one only hears what he wants to hear and often out other things because one finds them irrelevant or boring.
- Critical listening: It involves being critical about what is being said, taking the important bits & making judgement as needed. It means we hear which is most important. Example, listening to the judgement of the court etc.
- Discriminable listening: It is the first form of listening human develop as babies. This basic type of listening precedes the understanding of words and relies on tone of voice. Example, talking to the babies which involves our physical action rather than uncertainly hear words.
- Informational listening: Its similar to critical listening in that we retain the most important information. Listening is one way of being educated through speech. Example, the news or attend classes to learn things.
- Comprehensive listening: It is the next level of critical listening that humans develop in early childhood. It requires language skills & vocabulary to understand what is being communicated through a speaker's words.

Explain the difference between hearing & listening.

- | | |
|---|---|
| <p>Ans: <u>Hearing</u></p> <ol style="list-style-type: none"> Hearing is the process, function or ability to perceive sound. It is the sense by which noises and tones enter our ears as stimuli. Rare are used. Involuntary Act Physiological type Subconscious level Inborn ability Passive bodily process | <p><u>Listening</u></p> <ol style="list-style-type: none"> Listening means paying attention to the sound that eyes hear. It involves concentration & attention to understanding the words. Ears & others sensory organs Voluntary Act Psychological type Conscious level learned skill Active mental process |
|---|---|

12. Do as directed.

- Introduce yourself to your principle as a parent.
 Ans: Good morning mam, I am Rahul, father of Rajesh. I want to know the information about different courses and also its fee structure.
- Request your class teacher to consider one of your friends as a volunteer for the miss special camp.
 Ans: Yes! Excuse me mam, could you please consider my friend as a volunteer for miss camp?
 CT: Ok, I will see if there is any spot left.
- Express your words of congratulation to your teacher on the award of Ph.D.
 Ans: Yes! Healthy congratulation mam, for the award of Ph.D you received.
 Teacher: Thank you, Ramesh.

4. Enquire at the stationery shop for practical record books?

Ans: Can you please tell me the price of chemistry record book of each.

5. Seek permission from your mother to participate in trekking camp.

Ans: Excuse me mam. Can i take part in trekking camp held in college.

6. Give instructions to your sister on how to get a Toll pass.

Ans: First visit the toll office.

- Then take application form of toll pass.
- Next fill application form & attach necessary documents.
- Then submit the form with application fees.
- Finally collect the toll pass from the office.

7. Give directions to your brother to go to Heritage High school from Central Bus station.

Ans: First take a right turn to the edge hill then walk along the first lane road then turn right of the first lane road, and then walk along the Kensington Street until you find signal. then turn left of the signal you will find Heritage High School besides you.

Do as directed.

1. Frame questions as directed.

a) The medicine is widely used to treat primary measles (start with question)

Ans: What medicine is widely used to treat primary measles?

b) The vicary returned to Spain (start with question)

Ans: Did vicary return to Spain?

c) I went to college yesterday (start with question).

Ans: who went to college yesterday?

2. Add suitable questions tags to the following sentences.

- a) Lab examinations are advanced by a week.
- b) Renuka did not have a project to work on interdisciplinary studies.

3. Fill in the blanks with suitable options given in the brackets

- a) An abacus is an ancient device that is used for arithmetic calculation.
- b) "Four such sticks are found in all parts of China."
- c) Furniture is made of wood.

4. Use the correct form of the word given in brackets and fill the blanks.

- a) Money gives us a sense of security. But securing it is a tough task.
- b) Her voice is melodious. Her melody impressed the audience.

Section B (Course Bank)

21. Answer the following.

1. What does the poet try of healing in the poem 'Democracy'?

Ans: Let things take their course tomorrow. is another day.

2. In 'Forewell address at Chicago' Obama says, remains a potent and often division force in our society.

3. What did the report say about the unknown citizen.

Ans: Nobody made formal complaint against him.

4. What defect has the General in the powerful tank?

Ans: Greed.

5. Ramesh is protagonist in 'The Golden Dream'.

6. Name the defect in the boombox in the poem from a herman uelsh poem.
Ans: Mechanic

7. What is free speech according to sarukha?
Ans:

ix Answer any one:

1. Comment on obama's speech?

Ans: Author's introduction: The speech was given by 'Barack Obama, it is taken from "farewell address at chicago". He was the son of white American mother & Black kenyan father he grew up in Hawaii. Obama worked as a community organizer in Chicago. Where he met & married lauraigh Robinson. He was elected as a president for 8 years of two times. Here Obama addresses her public to in his farewell speech about Democracy.

Introduction: Obama begins his speech by thanking the American people for making him better president and a better man. He confesses that it is nowhere, but on the streets that he had witnessed the power of faith and the dignity of the working class people even when they are experiencing struggling and loss. He tells that change only happens when ordinary people get involved get engaged & come together for demand. The Obama discusses the number of factors to democracy.

- 1- lack of solidarity
2. Racism.
3. Political partisanship, fear of change and.
4. Taking democracy for granted.

First Obama speaks about lack of solidarity. He speaks that a shrinking world, growing inequality, demographic change, terrorism etc are factors that threaten Americans solidarity.

Ans 1

Section B

(Course Book)

vi Answer the following

1. People think that the most important elements are holding of election and free media.

2. What is the second threat to Democracy according to Obama?

Ans Race

3. Who was found to be one against whom there were no official complaints?

Ans 'The unknown citizen'

4. How did Hatties probable get its name?

Ans Because one had to upto the bill top.

5. ... they have already earlier indicated that.

Ans a. They are rich and so are well rid.

6. What does the speakers desire in the end is democracy.

Ans freedom.

vii Answer any one:

1. What are threats to Democracy according to Obama?

Ans President Obama speaks about different types of threat faced by America. They are different types of threats such as lack of solidarity, racism, political partisanship, fear of change and taking democracy for granted.

The first threat is lack of solidarity or a shaking world, global inequality, demographic change etc. are some factors that effect solidarity. He tells that our youth & drive, our expenses and boundaries capacity of taking risk. He speaks that he will provide ideal

education to their kids and paying fair wages and providing job opportunity for everyone and not discriminating anyone and giving equal rights for every citizen.

The second threat is race. The recession is known better than before times. But still people discriminate upon their religion, culture and society status. Obama tells that we need to stop this racism to overcome the today's problem.

The next threat is politics. A battle of ideas is the cause of healthy debate. He speaks that if we need to implement any idea into action we had to take two steps backward. Then we can do anything for the country. The people may think the government is not solving their problem but actually the reason is people are not involved in the government issues.

The next threat is fear of change. The people of the country may change their decision for some reason that is fear. The people would not come to face the problems because of fear. The last threat is taking democracy for granted. Taking democracy for granted may lead to discriminate among the people. Thus Obama tells the people the democracy can be strong if all the people come together for demand and get included.